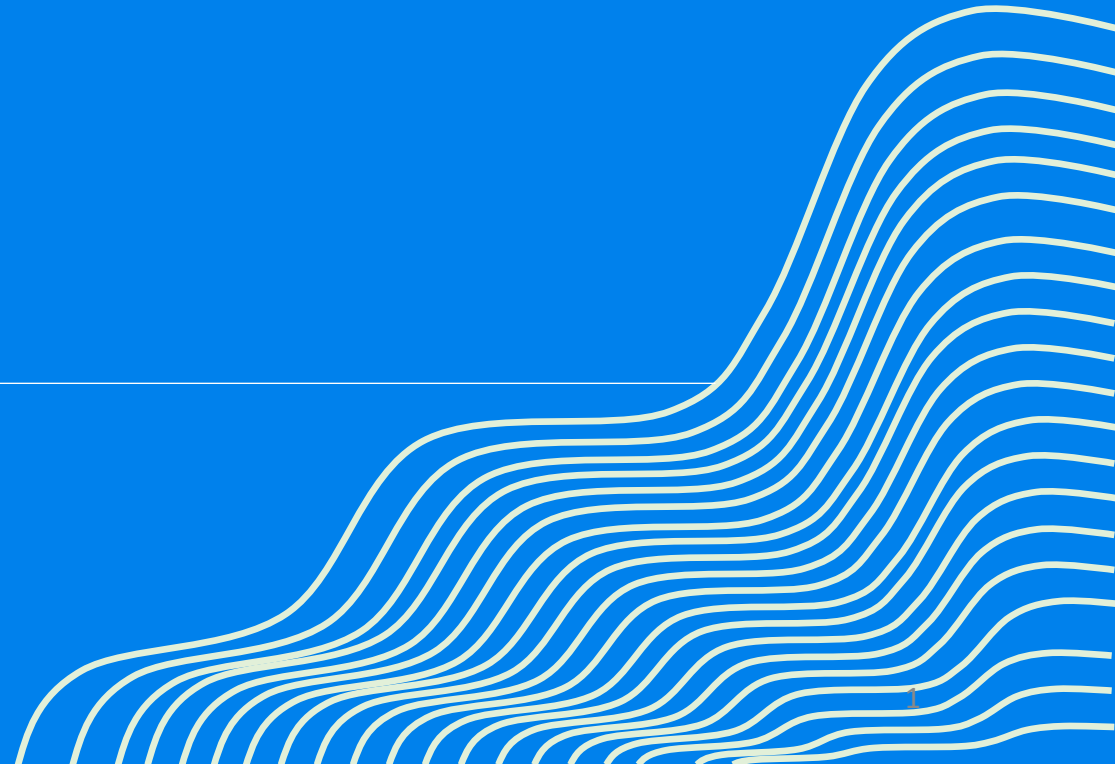


Business Intelligence and Digital Solutions: An Overview

Session Speakers -

CA Anudit Bhargava

CA Chetan Mantri



What is Business Intelligence in the Digital context (Data driven)?

Why Finance professionals are expected to drive BI?

With Data expected to give decisions, Finance professionals are expected to participate in business

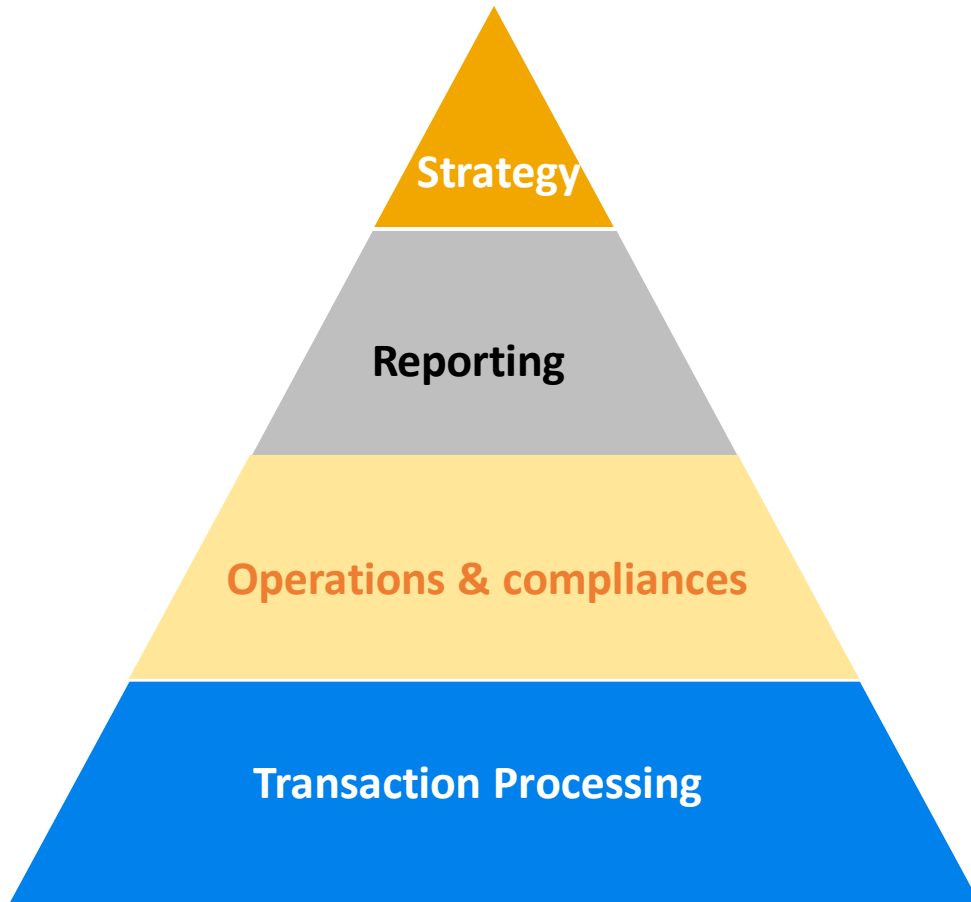
When it comes to numbers, the organization looks at Accounts and Finance

Finance teams can give commercial context to cross functional data

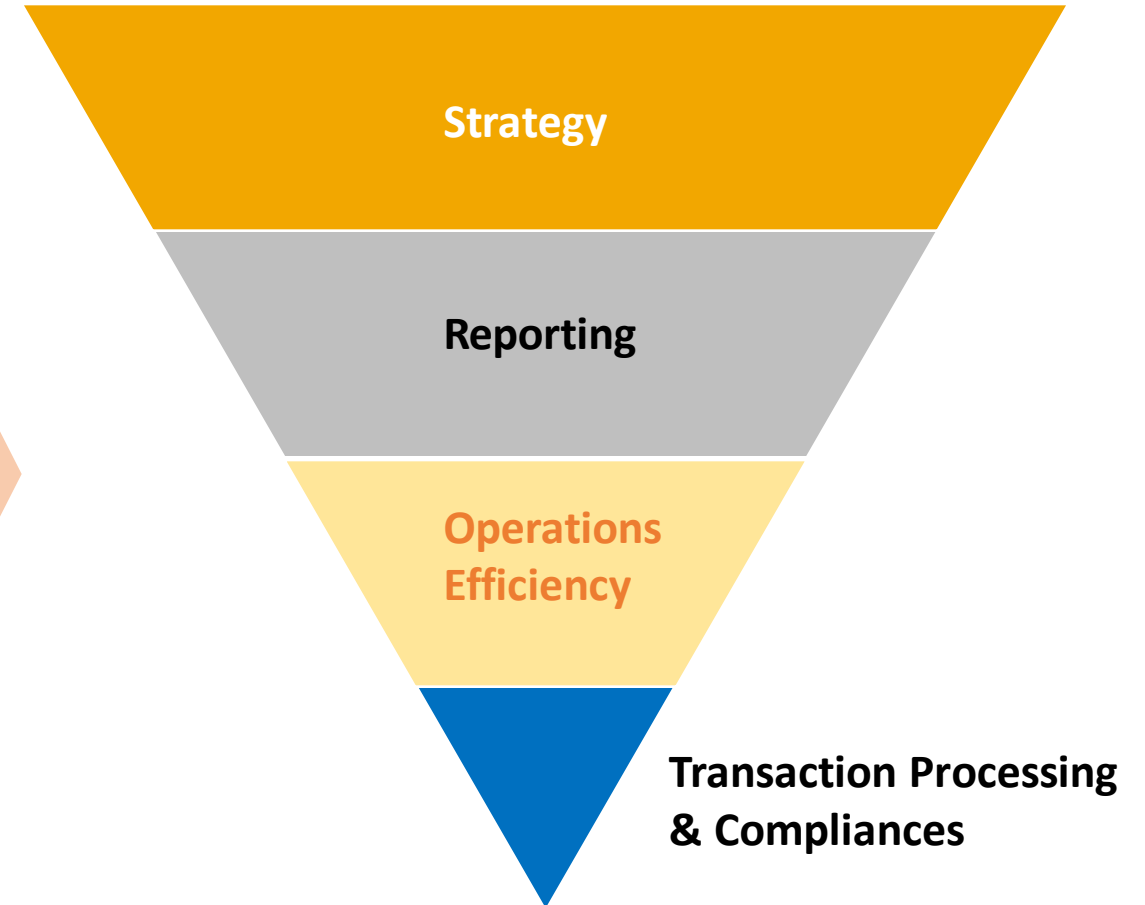
Embracing technology by Finance Professionals will augment organizations Data Driven growth

The Changing Work landscape of Finance Function

Traditional landscape



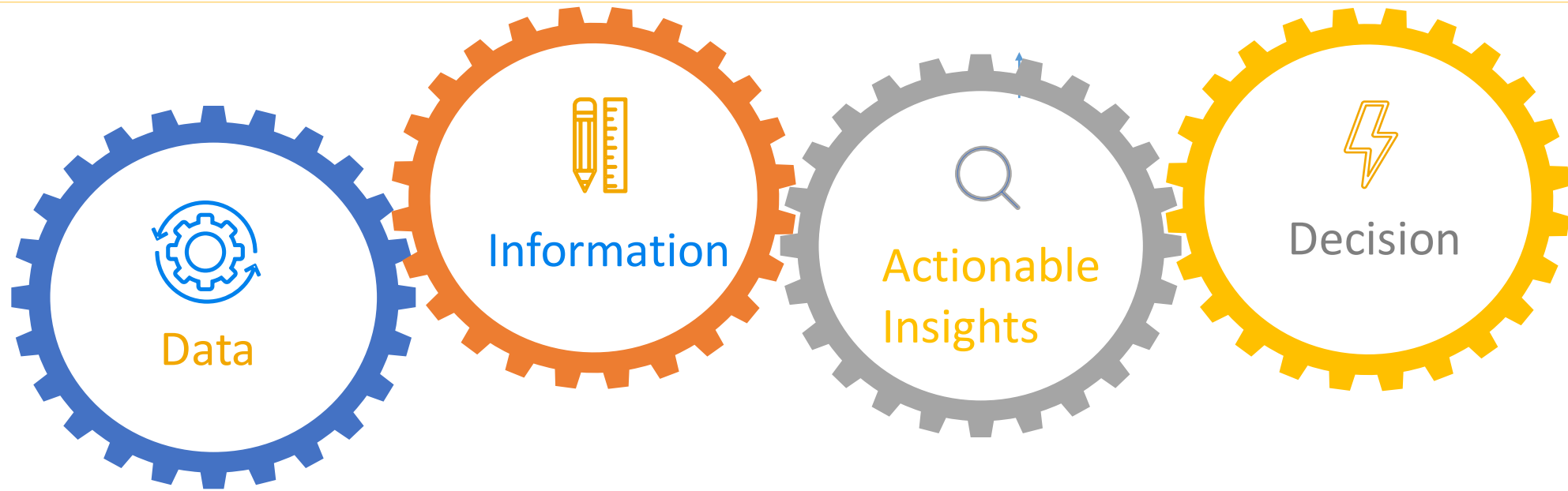
Future landscape



Automation & Digitalization

During transition the priorities to Reporting through Automation will continue to increase

The Data to Intelligence Journey



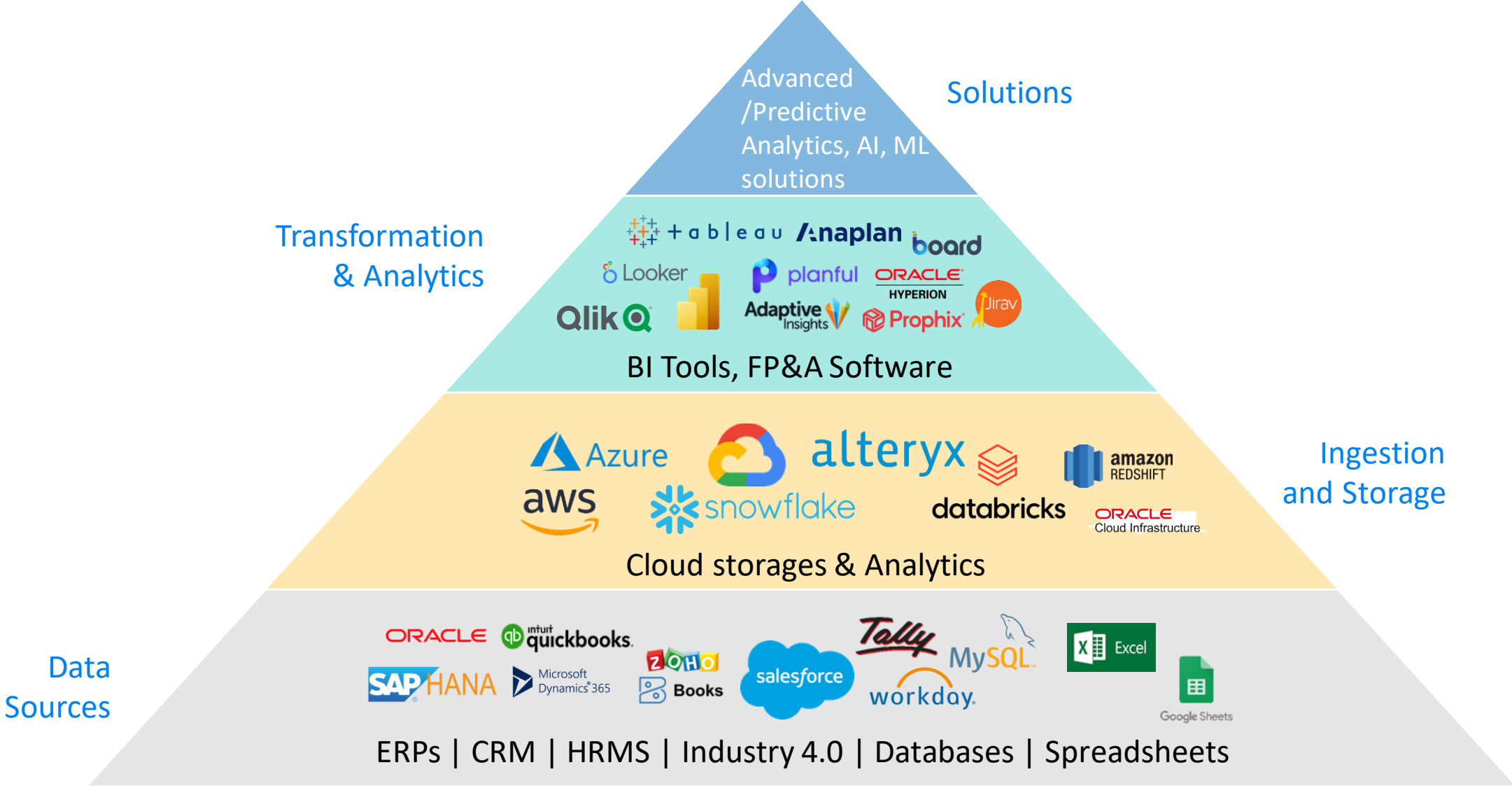
Digitalization / Digital Transformation

- Automate data acquisition
- Data cleaning
- Data context
- Automation of data Flow / workflows / RPA's
- Automatic preparation of reports

Analytics / Business Intelligence / AI

- Data analytics
- Exceptions reports
- Advanced analytics and recommendations
- Predictive analysis
- AI driven call to action

Various Tools / Technologies and Stages



Expected Intelligence and the roadmap to the
same

BI and Digitisation, the correlation – Sales Intelligence

Data Driven Sales Intelligence

- Focus Customers
- Potential Customer Drops
- Estimated Re orders
- Optimum Inventory estimate
- Predictive demand
- Combination Products
- Campaign planning

Automation of below reports

- Clean Sales Data with all tags like product-wise, customer-wise, per item code, area-wise etc.
- Item code level inventory, bill wise collection, costing, contributions, margins etc
- Primary and Secondary sales data (downstream sales data)
- Competition data (External)
- Historical Data in data models that can be queried

Data Pipeline which automatically fetches the above data, runs a code to do all required calculations and creates these reports automatically

Automate report preparations; So you Spend time analyzing the reports not preparing

The Correlation – Purchase Intelligence

Data Driven Purchase Intelligence

- Cost Saving
- Lowest Inventory
- Fastest Delivery TAT
- Most Efficient Vendor
- Predictive Price Corrections
- Market Benchmarking

Pre Work for Digitisation and BI

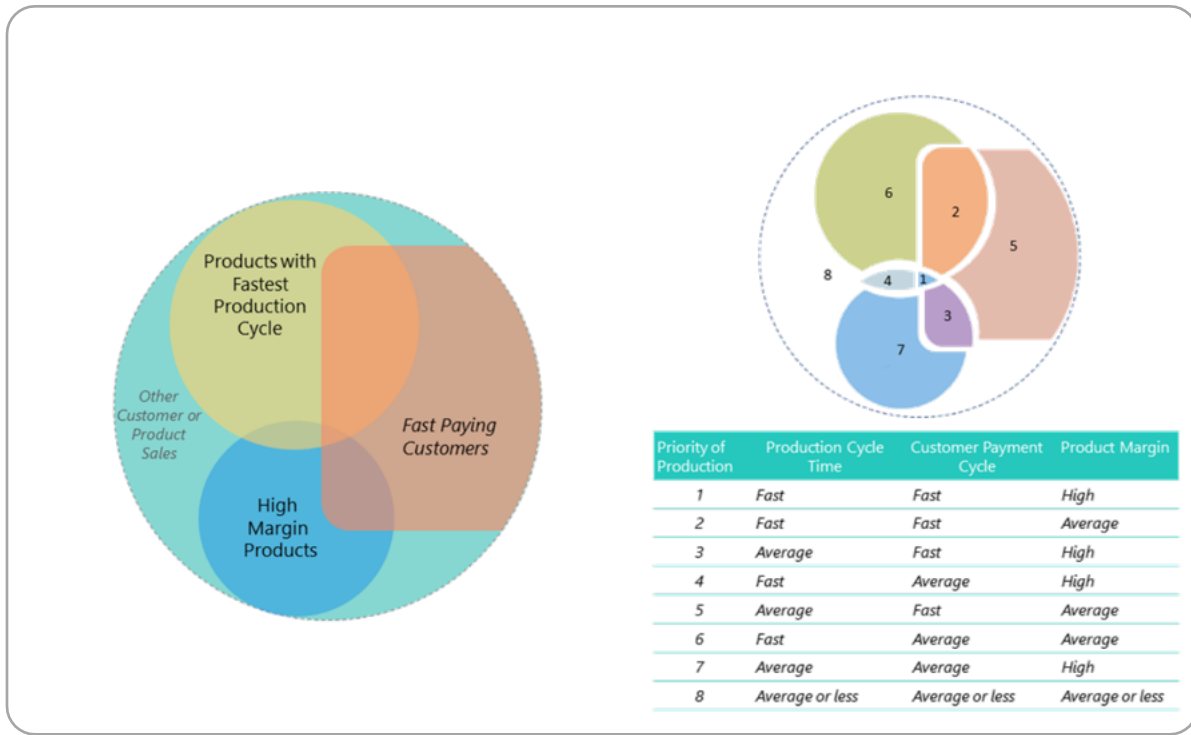
- PO – GRN – Invoice – Payment days tracking
- External pricing data sources and
- Item code wise – vendor wise cost reports
- Historical Data in data models that can be queried
- Purchase Dashboards

Advanced analytics with dashboards / data models can lead to results like –

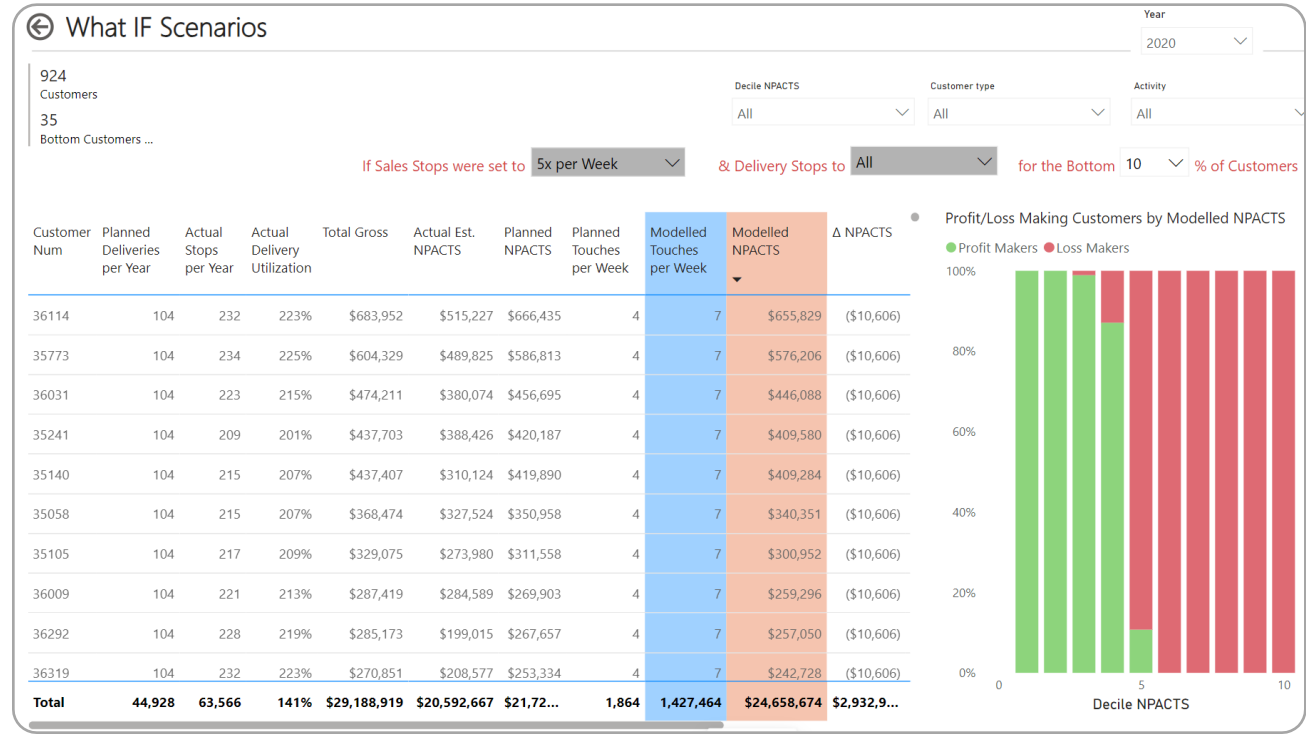
- Most efficient vendor selection for each itemcode;
- Identifying anomalies of ordering
- Exceptions reporting of purchase with notifications / alerts

Business Intelligence – Visual Examples

Customers & Products of Focus / Concern

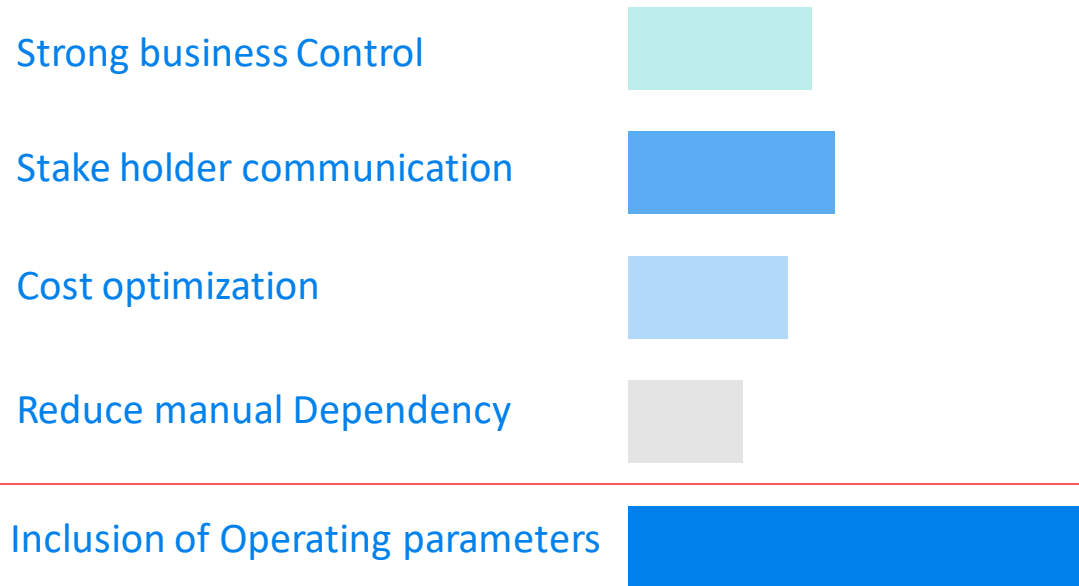


What if Scenario Analysis

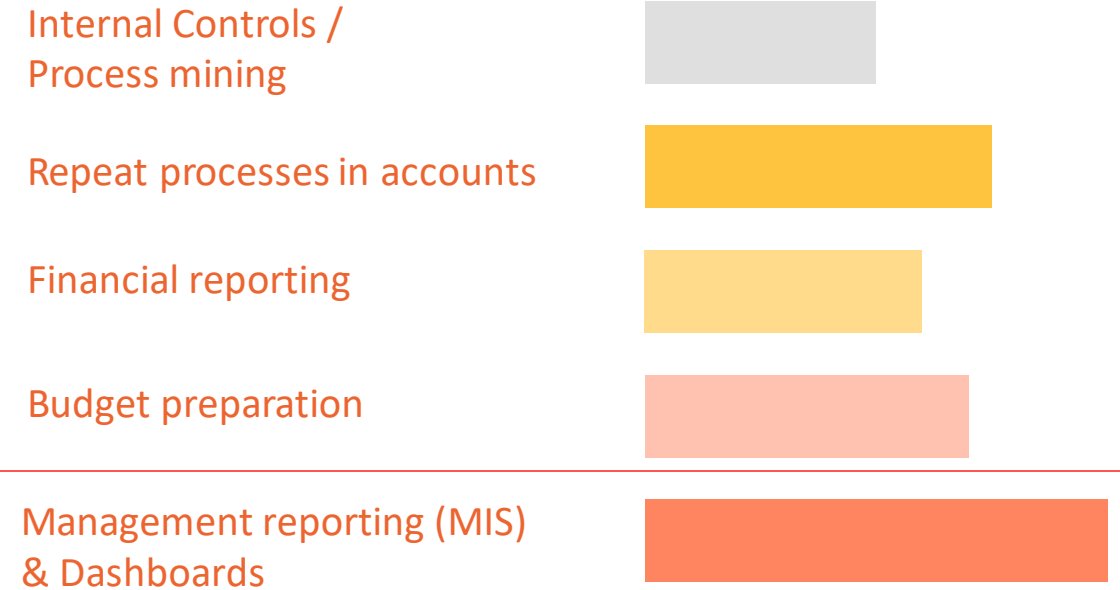


Need for Digital Solutions in Finance

Drivers of digitalization



Areas of digitalization



Relatable Use cases of Automation in Finance

MIS automation	Consolidation	Budget/ forecasting automation	Workflow automations
<ul style="list-style-type: none">• Data integration & TB Consolidation• Automatic allocations• Actual v Budget updating• Automatic dashboards• Non finance data• Auto checks and balances	<ul style="list-style-type: none">• Multiple ERPS• Masters for Mapping Charts of Accounts• Inter co eliminations• Business combination Accounting• Local reporting at each entity with multi currency	<ul style="list-style-type: none">• Templates and Forms for various departments• Logic / Assumptions suited to each function• Multi level access & Version management• Integrate to Actual v Budget updation• Dashboards	<ul style="list-style-type: none">• Various Reconciliations• Daily Sales, collection reports• Project / Site data upload• TDS / Withholding tax Reco• Price calculators for Sales decisions etc.• GST Reco etc

Dashboards

Summary

Sales Mix Analysis

Sales- Trend Analysis

Dealer-Wise Profitability

Profit & Loss

Profit & Loss - Budgeted

Expense Analytics

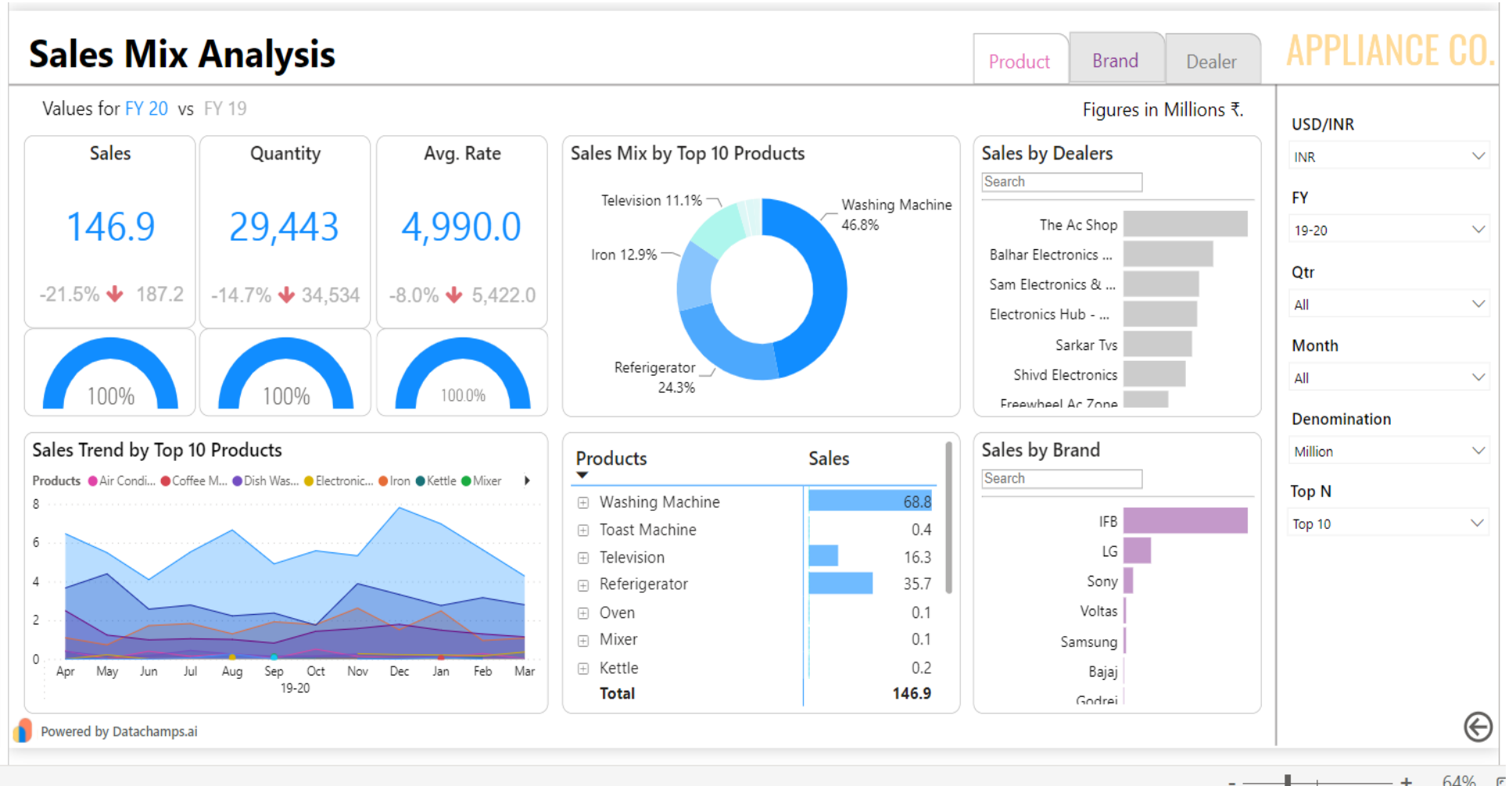
Balance Sheet

Balance Sheet Ratios

Profitability Ratios

Cash Flow Statement

Cash Burn Analysis



Points to remember: Digital Journey

Adaptation to changing business scenarios

Mapping of the TO-BE with AS-IS process & Software

Changing nature of technology itself

Data Security User hierarchy

It's never the full process in a single go

Working with Right Partners / consultants / Vendors

Domain Knowledge experts with technical Expertise

Digital Transformation in Finance: Global Consensus

73%

Global CFOs believe digitalization of Finance is High priority

44%

Corporates expect Digitalization budget for Finance to grow

66%

Corporates expect payback of digitalization expenses within 1-3 years

53%

Corporates believe Functional expert with tech capabilities is required to design the solutions

80%

Corporates want Digital transformation

75%

CFOs agree they don't have Automated MIS

Driving Business Intelligence with Digital Initiatives

75%

CFOs believe Dashboards can be used extensively for Intelligence

90%

Corporates are trying to use Digital Initiatives for Business Intelligence to improve Decision making

93%

Indian CFOs want Non Financial Parameters to be a part of Dashboards for effective Analytics

11%

Only 11% Indian CFOs believe they are at advanced stage of digitalization to leverage data

THANK YOU